AQA

Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

GCSE
MEDIA STUDIES

Paper 1 Media One

Time allowed: 1 hour 30 minutes

Materials
- You will need no other materials.

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 84.
- You are reminded of the need for good English and clear presentation in your answers.
- Question **09** requires an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	

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Section A – Media Language and Media Representations

Answer **all** questions in the spaces provided.

You are advised to spend around **60** minutes on this section.

Figure 1

Cif print advertisement

This figure has been removed due to third-party copyright restrictions.

Do not write outside the box

Only **one** answer per question is allowed.

For each question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD

WRONG METHODS

If you want to change your answer you must cross out your original answer as shown.

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

0 1 Which of the statements below is correct about **Figure 1**?

Shade **one** circle only.

[1 mark]

A The image of the man connotes a man. ⬭

B The image of the man denotes happiness. ⬭

C The image of the tap connotes a tap. ⬭

D The image of the tap denotes a tap. ⬭

1

Turn over for the next question

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0 2 Analyse the *Cif* advertisement (**Figure 1**) to show how codes are used to communicate meaning.

[8 marks]

8

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Turn over for the next question

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ANSWER IN THE SPACES PROVIDED

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Figure 2

OMO print advertisement from *Woman's Own* magazine
(Close Study Product)

Do not write outside the box

0 3 Analyse the *OMO* advertisement (**Figure 2**) to show how images and language work together to reinforce the advertiser's key messages.

[12 marks]

12

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0 4 Explain how advertisements reflect changes in social values over time.

Answer with reference to the *Cif* advertisement (**Figure 1**) and the *OMO* advertisement (**Figure 2**).

[6 marks]

6

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0 5 . 1 State **two** conventions of newspaper front page layout.

[2 marks]

Convention 1 _____

_____

Convention 2 _____

_____

Question 5 continues on the next page

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Figure 3

Daily Mirror front page, Friday 26 April 2019
(Close Study Product)

Do not write outside the box

0 5 . 2 How is the front page of the *Daily Mirror* (**Figure 3**) designed to appeal to its target audience?

[6 marks]

Question 5 continues on the next page

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Figure 4

The Times front page, Friday 26 April 2019
(Close Study Product)

BRITAIN'S MOST TRUSTED NATIONAL NEWSPAPER

THE TIMES

Friday April 26 2019 | thetimes.co.uk | No 72831

£1.80 Only £1.10 to subscribers

Bedroom secrets
How to create a restful haven
16-page property pullout

Know your Thor from Iron Man
Marvel beginner's guide Times2

Calls for criminal inquiry as top ministers deny security leak

Francis Elliott Political Editor

Jeremy Hunt led a chorus of denials from senior ministers last night that they were responsible for the first known leak from Britain's top national security body.

Theresa May came under pressure to allow a police inquiry into the disclosure of secret talks from the National Security Council (NSC) about the Chinese telecoms company Huawei.

Mr Hunt, the foreign secretary, said that neither he nor any of his team had disclosed details of Tuesday's meeting. That prompted an awkward scramble from other ministers to distance themselves from the leak.

Gavin Williamson, the defence secretary, and Sajid Javid, the home secretary, issued categorical denials while aides to Penny Mordaunt, the aid secretary, and Liam Fox, the trade secretary, insisted that neither was guilty.

Mrs May refused to confirm that a formal inquiry was under way but Whitehall is prepared for one led by the police. Sir Mark Sedwill, the cabinet secretary, is said to be determined to draw a line. Jeremy Wright, the culture secretary, told the Commons in reply to an urgent question: "We cannot exclude the possibility of a criminal investigation."

He added: "Officials, including the security and intelligence agencies, need to feel that they can give advice to ministers which ministers will treat seriously and keep private.

"If they do not feel that, they will not give us that advice and government will be worse as a result. That is why this is serious and that is why the government intends to treat it seriously."

Sir Michael Fallon, the former defence secretary, urged Downing Street to call in the police. "That would involve a proper Scotland Yard investigation of all those who attended the

Continued on page 2, col 3

Fee-paying schools 'save the taxpayer £20 billion'

Independent heads hit back against VAT threat

Nicola Woolcock
Education Correspondent

Private schools are saving taxpayers billions of pounds a year, their head teachers have said in a forceful defence of the sector.

The heads used their annual report yesterday to assert the financial benefits of fee-charging schools and the good they are doing for society.

The schools save the taxpayer more than £20 billion a year by educating pupils who would otherwise need state places and by providing employment, community facilities and tax contributions, an analysis for the Independent Schools Council (ISC) has found.

Private schools have come under pressure from both main parties, with questions raised over their social contribution and whether they should continue to enjoy charitable status.

Labour has vowed to add VAT to private school fees to pay for free school meals for state primary pupils. Theresa May also threatened to change their charitable status in the last Tory manifesto, although this idea has since been abandoned.

Oxford Economics found that private schools saved the taxpayer £3.5 billion last year because children were not taking up state school places. In addition they and their suppliers paid £4.1 billion in tax. Their gross domestic product, the value of the work they supported across the economy through their spending, was £13.7 billion. They also supported 302,000 jobs, more than the city of Liverpool, the analysis claimed.

However, the report also revealed that fees were up by 3.7 per cent compared with last year, the biggest rise in five years. Experts said that private schools were losing middle-class goodwill and should substantially cut fees.

Families using private schools pay an average £14,289 a child, and boarding fees in London have reached £40,000 on average. Fees should be cut by 30 per cent over the next ten years, according to Ralph Lucas, editor-in-chief of *The Good Schools Guide*. This would cancel out the impact of putting VAT on school fees, which Labour proposes.

"Many traditional backers of private education find themselves being priced out of the market and as a result struggle to raise a spirited defence of schools from which they and their middle-class supporters no longer benefit," he said.

The ISC said that families received more than £1 billion of help with fees. Of the £864 million provided by schools themselves, only £422 million went on means-tested bursaries and scholarships, although this was £24 million more than in 2017.

Barnaby Lenon, chairman of the ISC, said: "It is hugely encouraging to see an increase once again in means-tested bursary provision for lower-income families. We have seen schools embark upon ambitious fundraising campaigns to support this important work."

Critics said that change was too

Continued on page 6, col 1

Fitting tribute The Duchess of Cambridge wore a remembrance poppy to mark Anzac Day at Westminster Abbey yesterday. She was joined at the service by the Duke of Sussex while her husband paid his respects in New Zealand. Page 11

Sleep well — things really will be better by morning

Tom Whipple Science Editor

Sleeping on a problem really does make it better, especially when that problem is your rendition of *Total Eclipse of the Heart* during a karaoke session.

Scientists have found that a good night's sleep helps us to rationalise embarrassing experiences. However, for people who suffer from insomnia, there is no such effect, creating a vicious circle that may reinforce sleeplessness.

"Insomnia is not only a disorder of sleep, but also of feeling tense all day," Eus van Someren, from the Netherlands Institute for Neuroscience, said. "We reasoned: what if this is where it starts, not in a failing sleep regulation, but in a failure to get rid of tension?"

The research, in the journals *Brain* and *Sleep*, investigated this using sophisticated brain scanners and karaoke.

To track how people recovered from shame, the scientists recruited volunteers, half normal sleepers and half with insomnia, and asked them to put on headphones and sing along with a song. Because they could not hear themselves, this almost guaranteed they would be out of tune. Then they played them back the sound of their singing, and watched them cringe.

In the first experiment, involving 64 people, they asked them to fill out a survey that assessed their shame, then repeated the playback and the survey after they had slept. People who had slept well felt better about their singing, while those with insomnia did not.

In the second experiment, involving 57 people, they scanned each subject's brains when listening to their solo, and when asking them to recall something shameful they did in the past. Although sleepers and non-sleepers had similar brain activity when recalling the singing, when recalling a past shame, those who slept well responded differently, implying that the effect had softened.

Professor Van Someren argued this also gave a clue as to the cause of insomnia itself. "It is easy to imagine that one cannot get rid of the emotions of today [but] takes them to tomorrow, meaning tension increases all the time."

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0 5 . 3 How have social and cultural contexts of the media influenced reporting about the royal family in the *Daily Mirror* and *The Times*?

Answer with reference to the front pages and inside pages of the *Daily Mirror* and *The Times* (Close Study Products).

[12 marks]

20

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Section B – Media Audiences and Media Industries

Answer **all** questions in the spaces provided.

You are advised to spend around **30** minutes on this section.

0 6 Which UK media regulator is responsible for:

a) the age classification of films and other video material?
b) protecting the public from harmful material on radio and television whilst also ensuring freedom of expression?

[2 marks]

a) _____

_____

b) _____

_____

2

0 7 How are young audiences positioned by music radio stations?

Answer with reference to *Radio 1 Launch Day*, *Tony Blackburn Breakfast Show* (Close Study Product).

[6 marks]

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0 8 Explain how radio stations use online technologies to meet the needs of their audiences.

Answer with reference to *Julie Adenuga Beats 1 Radio* (Close Study Product).

[9 marks]

9

Turn over for the next question

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0 9 ‘Films need large production and marketing budgets to be successful.’

How far do you agree with this statement?

Answer with reference to:

- film production, marketing and distribution
- historical and cultural contexts of the media
- Close Study Products: *I, Daniel Blake* and *Doctor Strange*.

[20 marks]

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END OF QUESTIONS

20

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ANSWER IN THE SPACES PROVIDED

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